

FIG. 1

**UNIVERSAL VIDEO
SEARCH LOGIC
FLOW DIAGRAM**

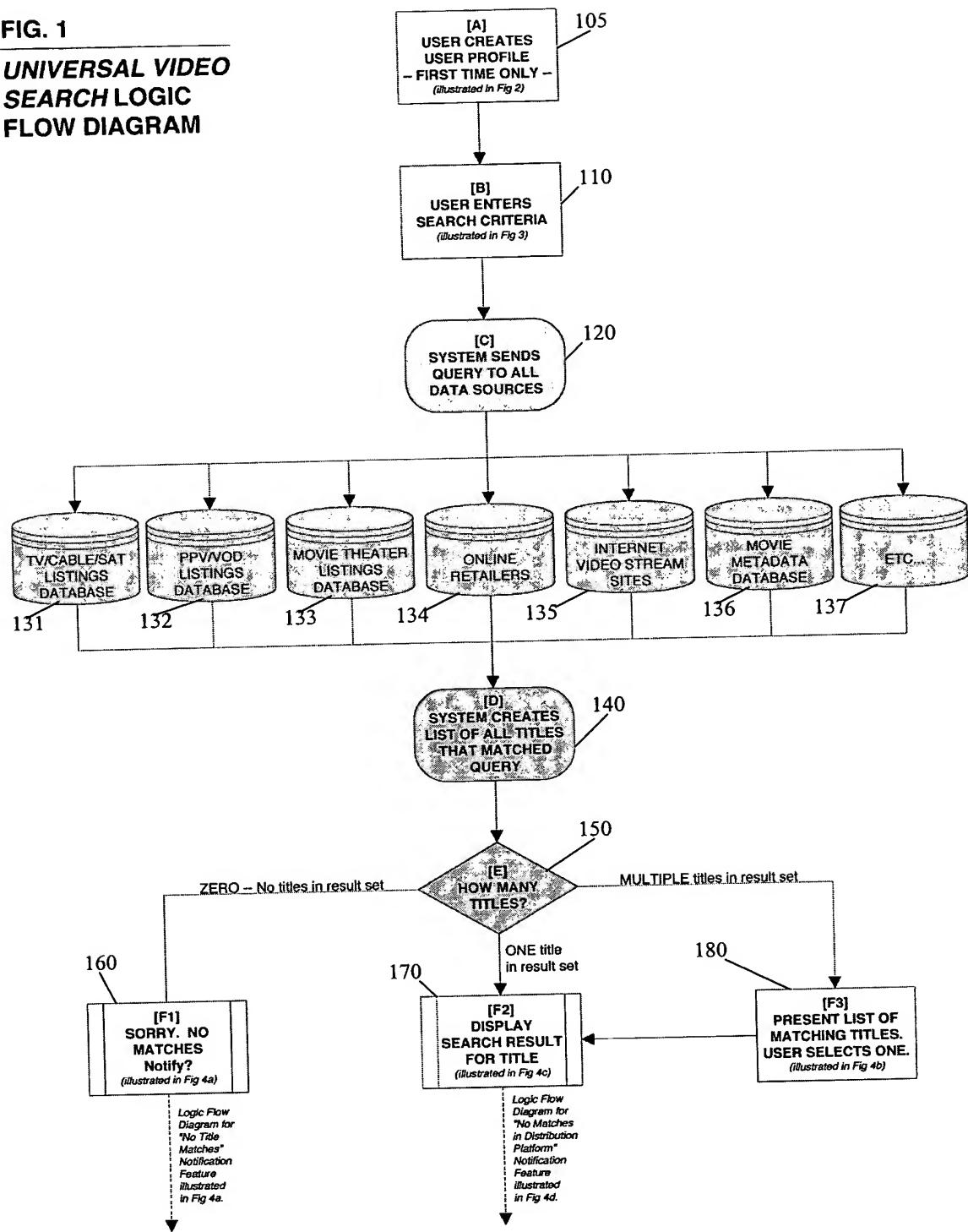


FIG. 2

SAMPLE USER PROFILE SCREEN

User Profile

Enter Your ZIP/Postal Code
11566

Select Your Cable TV Provider
Based on the ZIP/Postal Code you entered above, the following is a list of local cable and satellite TV providers. Please select your provider from the list:
Cablevision of Hauppauge

Select Preferred Movie Theaters (optional)
Based on the ZIP/Postal Code you entered above, the following is a list of local movie theaters. Un-check any theaters that you want to exclude from your searches.

Merrick Cinemas 15 Fisher Avenue, Merrick, NY, 0.4 miles
 Bellmore Movies 222 Petite Ave, Bellmore, NY, 1.4 miles
 United Artists Meadowbrook 2549 Hempstead Tpke, East Meadow, NY, 3.9 miles
 Loews Cineplex Nassau Mall 3585 Hempstead Tpke, Levittown, NY, 4.4 miles

Select Preferred Online DVD/VHS Retailers (optional)
Un-check any online retailers that you want to exclude from your searches.

Amazon.com CD Universe CD Baby

Enter Your Email Address (optional)
Enter your email address if you'd like to use the Notification Service:
john.doe@hbo.com

Save

200

210

220

230

240

250

260

FIG. 3

**SAMPLE SEARCH
CRITERIA FORM**

300

Enter Search Criteria

What Would You Like To Search For?

Movie / Program Title
310

Cast Members (separate multiple actors with 'AND')
320

Director / Crew Members (separate multiple names with 'AND')
330

Where Would You Like To Search?

My Basic TV/ Cable TV/ Satellite TV Provider
 Pay-Per-View (PPV) at My Cable Provider
 Subscription Video-On-Demand (SVOD)
 My Preferred Movie Theaters
 My Preferred Online DVD/VHS Retailers
 My Preferred Internet Video Streaming/Download Sites

Begin My Search!
342

340

FIG. 4a

**SAMPLE SEARCH RESULTS SCREEN AND NOTIFICATION FEATURE
LOGIC FLOW DISPLAYED WHEN NO TITLES MATCHED QUERY
(Logic Flow Step F1 in Fig. 1)**

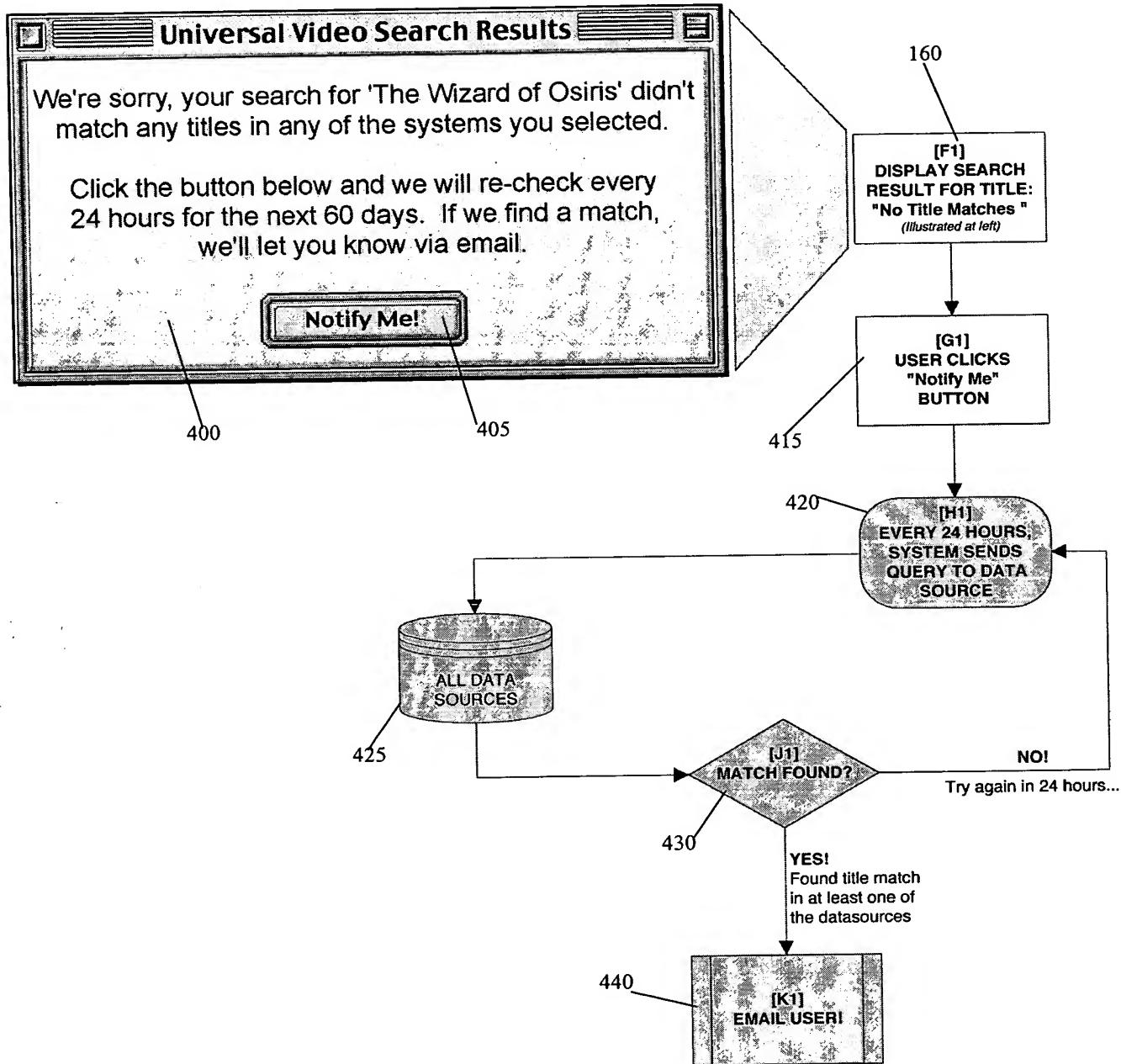


FIG. 4b

**SAMPLE INTERMEDIATE SEARCH RESULTS SCREEN
DISPLAYED WHEN MULTIPLE TITLES MATCHED QUERY
(Logic Flow Step F3 in Fig. 1)**

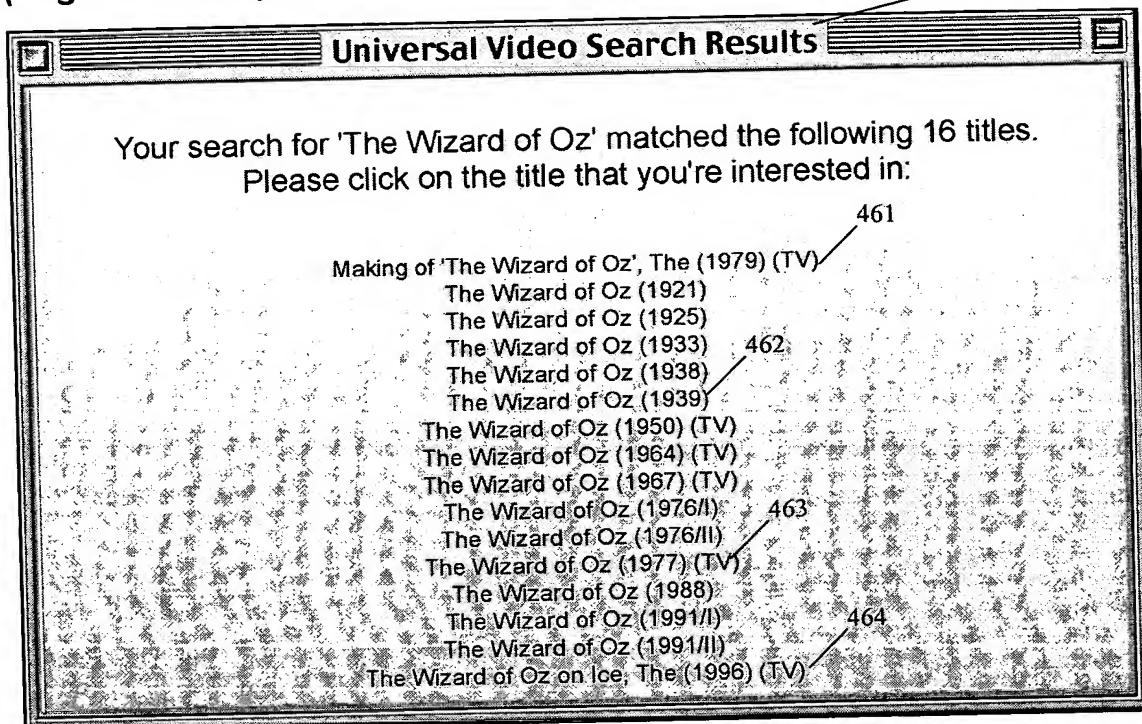


FIG. 4c

**SAMPLE SEARCH
RESULTS SCREEN**

Universal Video Search Results

Your search for 'The Wizard of Oz' returned the following matches:

The Wizard of Oz (1939)

When a nasty neighbor tries to have her dog put to sleep, Dorothy takes her dog Toto, to run away. A tornado appears and carries her to the magical land of Oz. Wishing to return, she begins to travel to the city of Oz where a great wizard lives. On her way she meets a Scarecrow who needs a brain, a Tin Man who wants a heart, and a cowardly lion who desperately needs courage. They all hope the Wizard of Oz will help them, before the Wicked Witch of the West catches up with them.

Matches Found for Cable TV

HBO - Sunday, June 1, 3:00pm - Channel 6
NBC - Thursday, June 12, 11:00am - Channel 4

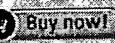
Matches Found in Movie Theaters

No matches were found in local movie theaters.

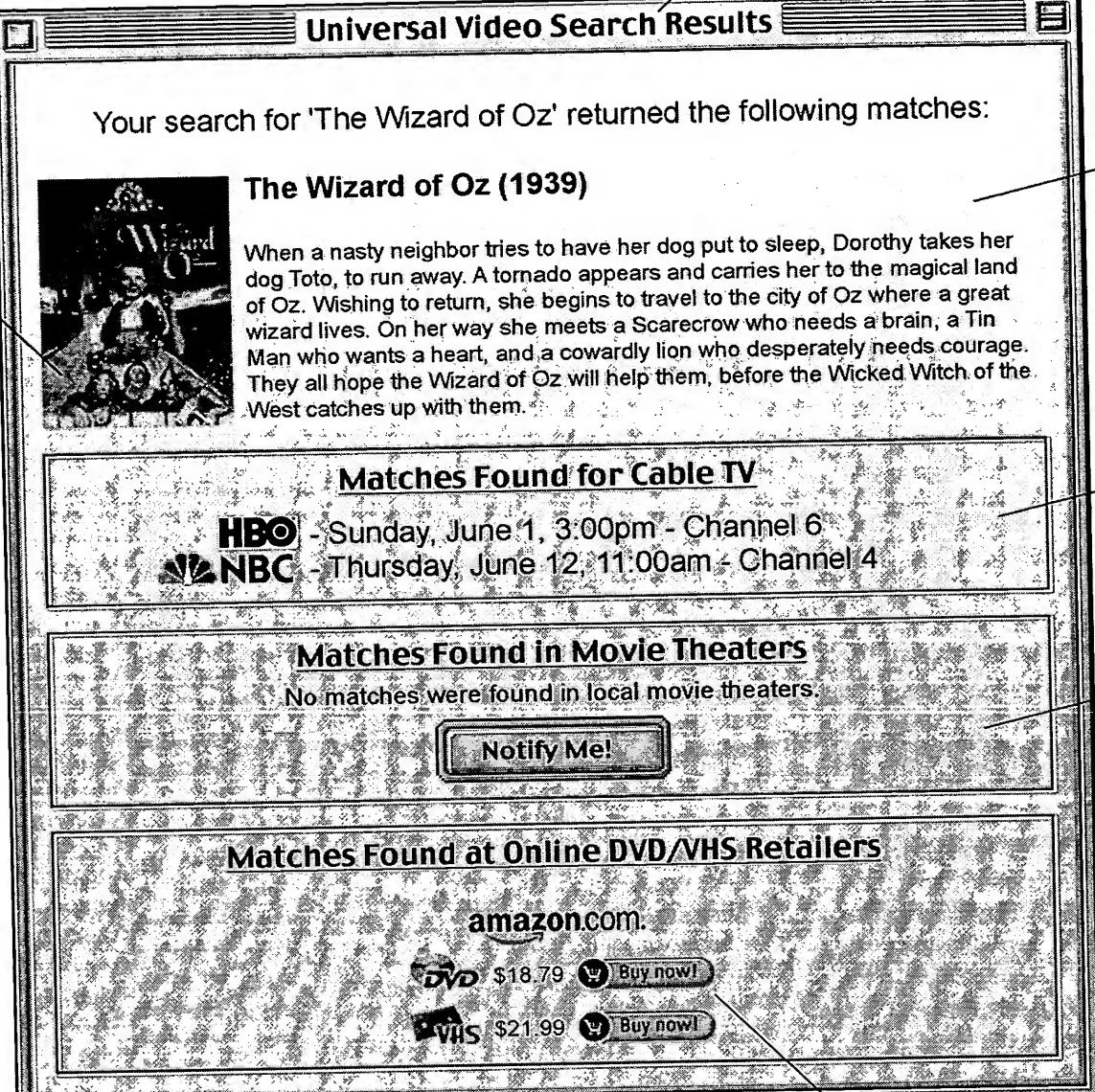
Notify Me!

Matches Found at Online DVD/VHS Retailers

amazon.com.

DVD \$18.79  Buy now!

VHS \$21.99  Buy now!



470

475

476

480

485

489

FIG. 4d

SAMPLE NOTIFICATION FEATURE LOGIC FLOW DISPLAYED WHEN NO MATCHES FOUND IN A PARTICULAR DISTRIBUTION CHANNEL
(After Logic Flow Step F2 in Fig. 1)

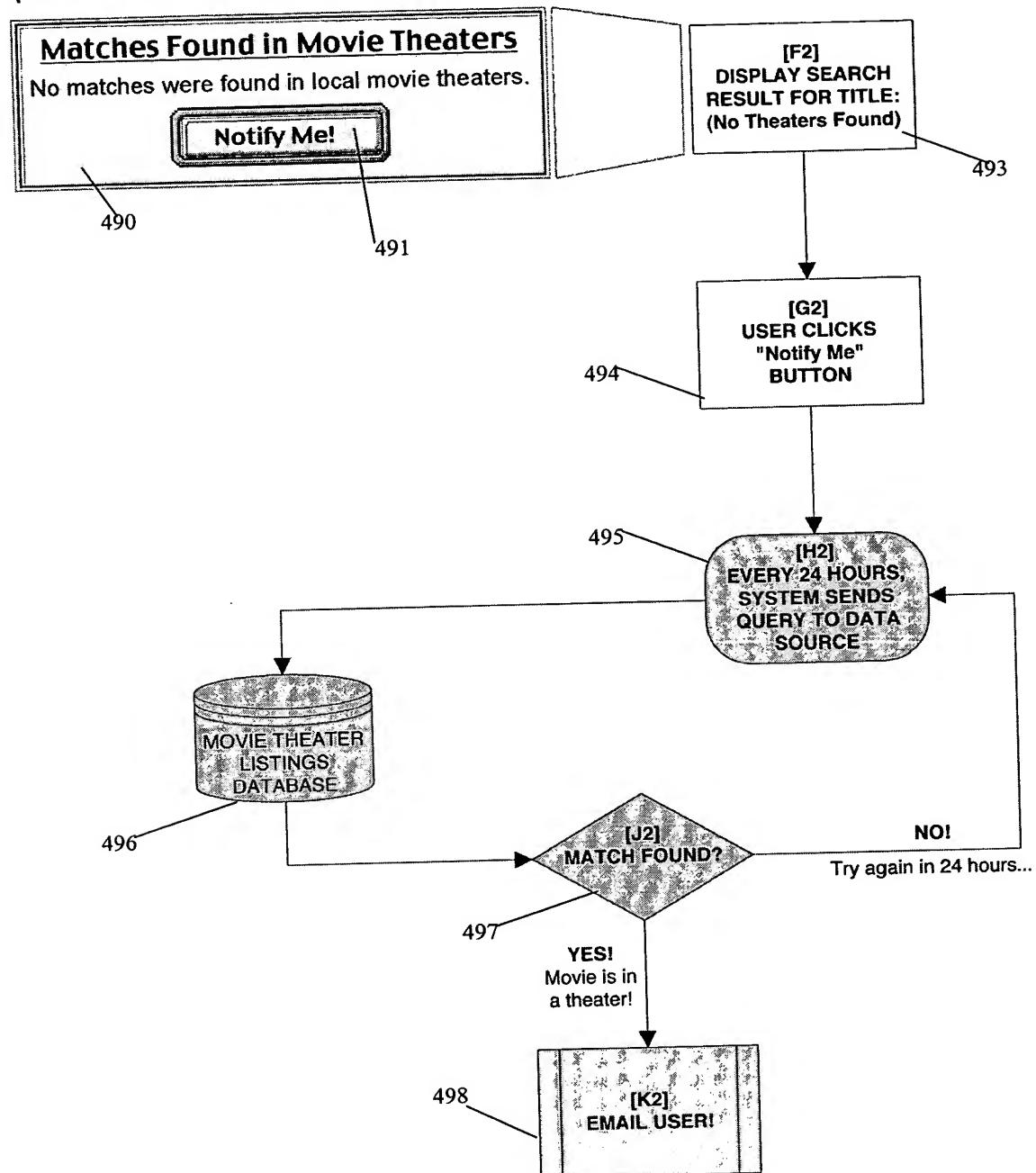


Figure 5

